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Advertising Age

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Gillette readies Sensor

By Alison Fahey

Gillette Co.'s much-ballyhooed new shaving system will be called Sensor, sources said, and its January launch could be followed by a full line of upscale men's toiletries under the Gillette name.

Sensor will be introduced in 19 countries and backed by $100 million in advertising and promotion for 1990.

It represents Gillette's first pan-Atlantic razor launch and the biggest razor introduction ever, industry analysts said.

The first product commercial reportedly will air on CBS' Super Bowl XXIV broadcast Jan. 28.

Gillette already has spent more than $100 million developing the blade-and-razor system, which it terms "revolutionary."

The company has declined to comment, but it plans to announce details of the system and its marketing strategy Oct. 3.

One source close to Gillette said Sensor will get a teaser commercial on network TV during the college football bowl games, saying: "On Jan. 28, Gillette will change the way you shave forever."

BBDO Worldwide, New York, handles Gillette shaving products.

Advertising for the system is expected to carry Gillette's umbrella theme, "The best a man can get." Spots will borrow themes and imagery from the current Atra Plus campaign, stressing Gillette's heritage, but will be more product-specific, sources

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Ralph Lauren drops WRG

Agency at risk of losing another $42M in business

By Jon Lafayette

NEW YORK—Wells, Rich, Greene lost the $10 million Ralph Lauren/Polo account last week and may be in danger of losing an additional $42 million in business from two other important clients.

WRG/Worldwide Chairman Ken Olshan confirmed the Lauren fashion and cosmetics account had left, but declined to comment on speculation Miles Inc.'s $25 million Alka-Seltzer Plus and Procter & Gamble Co.'s $17 million Sure antiperspirant might also leave.

He would only say the two marketers remain WRG clients.

A Miles spokeswoman said WRG is agency of record for Alka-Seltzer Plus but confirmed the company plans to air new Alka-Seltzer Plus TV commercials created by Frankenberry, Laughlin & Constable, Milwaukee, starting next month.

Sources said Alka-Seltzer Plus sales were down during last year's cold season and that some new members of Miles' marketing team weren't sold on WRG's long-running testimonial campaign.

P&G, through a spokesman, said the Sure account hadn't been moved and declined to elaborate. But sources close to the marketer said the company wants to replace the long-running "Raise your hand if you're Sure" campaign.

"The brand managers are all lined up to fire Wells," a source at another P&G agency said.

Even if WRG loses Sure, the shop would remain in the P&G stable, working on Oil of Olay, Pringle's, Spic & Span, Safeguard bar soap and Gain detergent.

Grey Advertising, which last year lost Bristol-Myers Co.'s Ban antiperspirant, is seen as a possible winner of Sure if WRG is replaced.

Sources said the Lauren account may move to a new agency to be set up by WRG Exec VP-Creative Director Sandy Carlson, who these sources said is leaving the agency.

Ms. Carlson couldn't be reached for comment; a spokeswoman for Lauren said no decision has been reached.

Ms. Carlson is married to Dick Tarlow, who in July joined Revlon as exec VP-advertising and whose agency, Tarlow Advertising, was acquired by his new employer. She's been responsible for Lauren

(Continued on Page 84)

Wisk rings in new ad generation

By Laurie Freeman

Lever Bros. is changing one of the most successful—and ridiculed—ad campaigns in history.

And, ironically, the copywriter responsible for the new advertising is the son of the man who wrote the old theme.

Lever on Sunday broke a new campaign for its Wisk liquid laundry detergent, known since 1967 as the brand that ends "Ring around the collar."

The new vignette-oriented creative, themed "Tsk, tsk, tsk! Wisk Wisk Wisk," is the brainchild of J. Walter Thompson USA VP-Copywriter J.J. Jordan, whose father, Jim Jordan, dreamed up "Ring around the collar" while at BBDO 22 years ago.

After more than 20 years, Lever is replacing "Ring around the collar" (above) with "Tsk, tsk, Tsk!" (left).

Jim Jordan is now chairman of Jordan, McGrath, Case & Taylor, New York.

The 30-second TV commercial tips its hat to the long-running previous campaign by placing the phrase "Ring around the collar was just the beginning" at the beginning on a title card.

The estimated $13 million campaign will introduce Advanced Action Wisk, billed as "the best Wisk ever." In the commercial, three different scenes are shown in which people spill drinks or are

(Continued on Page 81)

LAST MINUTE NEWS

BK signs Torme

MIAMI—Singer Mel Torme has a role in Burger King's new advertising, breaking Oct. 1, sources said. A spokeswoman for the chain confirmed "Mel is doing some music for us" but wouldn't elaborate on the media or whether singing or writing was involved. D'Arcy Masius Benton & Bowles and Saatchi & Saatchi Advertising, both New York, handle the $215 million account.

Pru review gets going

NEWARK, N.J.—Prudential this week is expected to invite eight to 10 agencies to pitch its $70 million account. Prudential in July announced plans to review its account, now at Backer Spielvogel Bates Worldwide, New York. The review has been delayed because many Pru executives want to participate in the process and the company has had to decide which financial service companies pose a conflict, sources said. The delay may favor Backer, which last week hired Dennis Zolnierzak, 37, who'd been with the agency earlier, as senior VP-management representative on the Pru account, from group management representative at Bozell. He succeeds Thomas Hook, who will work on new business.

Reebok to end 'Physiques'

CANTON, Mass.—Reebok will drop its current "Physics of physiques" ac

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Magazine rate hikes are expected to average between 5% and 7%.

Where CME stands ..... P. 6
Ad Age talks to Bill Dunlap about the Tambrands loss and the state of CME.

Whittle on 'One' ..... P. 83
Whittle won't name them but says advertisers are lining up for "Channel One."

Avon drops Ayer with in-house shift

By Pat Sloan

Avon Products will move its advertising in-house at yearend in a cost-cutting move that will leave N W Ayer and UniWorld Group without a cosmetics account.

The change follows Avon's decision to shop its retail fragrance division in a continuing effort to bring down its $1 billion debt, due primarily to a number of healthcare company acquisitions in the past decade (AA, July 24).

Avon's split from its New York-based agencies follows a marked decline in ad spending this year.

While LNA/Arbitron Multi-Media Service put spending at $22 million for 1988, sources close to the company put last year's budget closer to $13 million. And this year, they said, spending has dropped to less than $8 million.

An Avon spokeswoman said Ayer had 80% of the billings and UniWorld 20%.

"Avon has cut back on their spending considerably," said Victoria Horstmann, a spokeswoman at N W Ayer. "We haven't done any TV [for Avon] since early 1988. Historically, they've done a lot of projects in-house."

No extensive ad program is planned for 1990, a company spokeswoman said, noting that the most the company might do is "some print ads."

It hasn't been decided who will handle media buying.

Avon may use Ayer and UniWorld on a consulting basis at a future date, the company said.

Sources close to Avon said they believe the company will run only sales-recruitment ads next year.

To help reduce its debt, Avon for several months has been looking at selling its retail fragrance division that includes Parfums Stern, marketer of Uninhibited by Cher and Oscar de la Renta, and Giorgio, marketer of Red.

That division isn't handled by either Ayer or UniWorld, and its agencies won't be affected.

The fragrance units have combined sales of $300 million and are expected by industry observers to command a price ranging from $475 million to $600 million.

Last week, Shiseido Co. confirmed reports that it's looking at the division. But a spokesman emphasized the company hasn't made a bid and is only one of several potential bidders.

Cosmair is also considered a potential bidder.

Industry sources said other bidders might include Dan Manella, the head of Faberge, whose toiletries products were sold this summer to Unilever, as well as Giorgio President Michael Gould; Kao Corp.; Revlon; and Unilever.

An Avon spokesman said that if a suitable buyer is found, an announcement would be made in the next 90 days. But any deal might not be completed until early 1990. □

Gary Levin in New York contributed to this story.

P&G under the big top

Company sponsors Ringling Bros. circus

By Laurie Freeman

Procter & Gamble Co., in what the company says is its largest sponsorship deal ever, has signed on as the sole presenter of the Ringling Bros. and Barnum & Bailey Circus.

Five P&G brands—Jif peanut butter, Crisco oil, Duncan Hines baking mixes, Pringle's chips and Crisco shortening—are participating.

The agreement, estimated by industry sources to be worth $10 million, gives P&G all merchandising and licensing rights to the Greatest Show on Earth through 1991, with an option to extend through 1992.

P&G spends more than $25 million on a variety of special events and sponsorships, including NASCAR racing cars, tennis tournaments and hydroplane racing.

It recently became the "official restroom supplier" for Arrowhead Stadium in Kansas City, Mo., home of the Kansas City Chiefs pro football team.

The $100,000 sponsorship includes stocking stadium restrooms with Spic & Span cleaner, Bounty paper towels, Ivory liquid soap and Charmin bathroom tissue. Attendants, dubbed the "Clean Team," dress in red jumpsuits with Spic & Span and Bounty logos.

P&G is certain its Ringling Bros. plan will include in-store merchandising displays and other promotions.

"We haven't fully addressed whether we'll run our own TV ads for this, but our brands will be featured on every publicity piece, TV, radio and newspaper ad that is placed by the circus," said Ray Arckey, P&G special-events manager, food products division.

P&G will do creative for circus-related promotions in-house.

Kenneth Feld, Ringling Bros. president-ceo, called the agreement "a natural fit [for] wholesome family entertainment and consumer products." □

Nestle revises roster

By Laurel Wentz

LONDON—Nestle, a $1.2 billion advertiser worldwide, has added Ogilvy & Mather and FCB-Publicis to its roster of "preferred" agencies.

The official word that these global shops are joining J. Walter Thompson Co., McCann-Erickson Worldwide and Lintas:Worldwide came in a memo issued recently from Nestle's Vevey, Switzerland, headquarters to its operating companies.

Sources at Nestle companies in several European countries said the memo lists two or three preferred agencies for each product category.

Those agencies are expected to keep free of potential conflicts in their designated categories.

O&M is added to the roster for confectionery products, milk additives and chilled products. O&M already works for Nestle in 14 countries, with the bulk of its business coming from the Rowntree confectionery brands Nestle acquired last year.

FCB-Publicis becomes an official agency for frozen food, ice cream, cereal, fruit juice, tea and mineral water. The agency already works for Nestle in 16 countries, including the U.S. and most of Europe.

O&M and FCB-Publicis joined the roster because they were the agencies that had the most Nestle business in the greatest number of countries after JWT, McCann and Lintas, Nestle sources said.

Nestle companies around the world currently work with nearly 100 agencies. The marketer uses nine international networks in four or more countries.

The designation of "preferred agency" is an effort to encourage consolidation of business at those agencies in each country without forcing that agency on the Nestle operation there.

"We are talking about a future direction. If in 10 years we arrive at a higher concentration of agencies, that's fine," said Michel Reinarz, Nestle director of visual communications.

Mr. Reinarz has been studying whether Nestle should take greater control of media buying and examining agency commissions.

Experimental work on an incentive-based commission system was abandoned about a year ago, due in part to lack of cooperation by agencies.

Nestle is still expected to introduce a small performance-related incentive, though much less ambitious than the program originally conceived.

"We have no surprises on remuneration," Mr. Reinarz said. "Cutting agencies' commissions by a certain percent is penny-wise and pound foolish." □

Kevin Cote in Berlin contributed to this story.

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City books pursue safety in numbers

By Laura Loro

City and regional magazines are banding together to survive in a tightening market.

Double-digit growth typical of the 1970s has disappeared as ad spending hasn't kept pace with the expanding number of titles, said Brandi Sullivan, executive director of the City & Regional Magazine Association.

The tougher business environment has left Dallas, Detroit, Houston, Indianapolis and Minneapolis with a single city magazine each, she said, as the stronger players have bought out weaker competitors.

Publications also have joined together to offer group ad buys to woo national advertisers. Also, as city titles compete more directly with newspapers, the magazines are presenting advertisers with innovative ad packages.

Last year, overall ad pages for the association's 42 members were up an average of 4% to an average 986 per book, and circulation and revenues were up 5%, the association reports. The group predicts another increase this year.

"It is generally healthy," Ms. Sullivan said, even though the field isn't seeing "the double-digit figures we were seeing in the early 1980s."

Three factors contribute to the slowdown: slack ad spending; increasingly regionalized coverage—and ad space—from national magazines; and increased competition with newspapers, brought on by a trend toward investigative journalism among city and regional magazines.

Those publishers reducing competition by buying weak competitors or merging include *Detroit Monthly*, *Indianapolis Monthly* and *Mpls.-St. Paul*.

Some buyouts have transferred entrepreneurial magazines to large-scale media organizations, which can compete more effectively, Ms. Sullivan said. There now are about 300 city and regional magazines in the U.S., she said.

Micromedia Affiliates, Morristown, N.J., has bought 10 city and regional magazines since 1982, including *New Jersey Monthly*, *Pacific Northwest*, *Sacramento* and *South Florida*.

A group of publications "brings certain efficiencies to the operation," said Richard Lawrence, Micromedia exec VP.

Ironically, Micromedia recently sold *L.A. West* back to founders Bob and Jan Loomis, from whom Micromedia bought the book last August. Micromedia also sold *Ranch & Coast*, an upscale San Diego County magazine it bought in December, to a family group including the Loomises.

The books "didn't fit into our continuing publishing operation. We didn't think they'd be as successful as they might have been given the time constraints we felt were necessary," Mr. Lawrence said.

Although there are other multi-titled groups, most city and regional magazines are standalones, said Paul Hale, VP at Veronis, Suhler & Associates, an investment bank specializing in magazines.

"That's understandable because to run them requires local knowledge," he said.

Magazines are finding group ad buys and other joint efforts suc-

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Books band together

Publishers in the top 10 markets are developing a group buy to woo national advertisers.

Title	Publisher	Circulation	Ad pages 1989	1988
Boston	Metrocorp	130,740	915.05	1,018.25
Chicago	Adams Communications	204,228	733.86	684.78
D	Southwest Media Corp.	106,962	484.30	565.10
Detroit Monthly	Crain Communications Inc.	98,533	380.13	531.22
Houston Metropolitan	City Home Publishing	87,397	418.77	415.64
Los Angeles	Los Angeles Magazines	174,306	994.03	979.94
Manhattan, Inc.	Metrocorp	90,044	301.70	406.70
Philadelphia	Metrocorp	148,819	910.59	974.61
San Francisco Focus	KQED Inc.	187,441	688.50	617.94
The Washingtonian	Washington Magazine	161,192	1,098.40	1,011.82

Circulations are latest available figures. Source: *Advertising Age* and SRDS

Niche pubs nip at Philly giant

By Laura Loro

PHILADELPHIA—Local specialized magazines are competing with the Goliath *Philadelphia* by not taking it on directly.

Applause, *Inside* and *PhillySport* cater to small, distinct readership groups, though they still vie for some *Philadelphia* advertisers.

Magazines are "targeting their market more crisply. Specialization offers advertisers economy without waste," said Frances Freedman, publisher of *PhillySport* and co-publisher and president of *Applause*.

City Sport Network's *PhillySport* reported $700,000 in first-year ad revenues (with four issues) and predicts a 185% increase this year (as a monthly). *SportBoston* makes its debut Sept. 30; a Chicago version is planned for April.

Applause, which began in 1984 as a slick program guide for public stations WHYY-FM and WHYY-TV, in March hired new publishers, Ms. Freedman and Allan Kalish, and is evolving into an arts/cultural monthly. Ad revenues are projected to hit $1.75 million by yearend.

Inside, the quarterly magazine of *Jewish Exponent*, a weekly newspaper, targets a group with significant buying power. Since its 1980 introduction, ad pages rose 63% to 407 in 1988, and are up 15% from a year ago.

"You can reach segments of an audience with these magazines, but to reach a broad-based audience, *Philadelphia* is the only option," said Linda Savidge, media supervisor, McAdams, Richman & Ong, Bala-Cynwyd, Pa.

But the 80-year-old upscale monthly's linage is slipping, due

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'Phoenix Metro' gets competitor

By Melanie Johnston

PHOENIX, Ariz.—*Phoenix Metro* is getting a face-lift—and its first taste of competition.

The 23-year-old monthly's new publisher has redesigned the book, is toughening up its editorial and will target new advertisers and younger readers.

"We've been accused of being a boring, bland magazine. . . . We'd like to become known as the voice of contemporary thought and literature of the Southwest," said Publisher Bruce Cole, a former ad exec who formed the investment group that bought managing interest in *Phoenix Metro* from Phoenix Publishing Co.

Phoenix Metro will face its first direct competition in November when Trend Magazines launches *AZ—The Magazine of Sophisticated Living in the Valley*, a quarterly.

"It will feature what people are doing with their leisure time and dollars, cultural aspects, travel, food and wine. Sort of what our *Arizona Trend* readers do when they're not at work," said Publisher Tom Kunkel.

Mr. Cole said *Phoenix Metro's* revamp isn't in response to *AZ*, just a result of its March ownership change.

Although *Phoenix Metro's* editorial mix of business, political, sports and lifestyle coverage won't change, its approach will, Mr. Cole said: "There will be a little more controversy and quite a bit less boosterism."

Phoenix Metro is dropping most of the departments that "cater to every advertising group" and will print more in-depth feature articles, Mr. Cole said.

The changes are in part an effort to attract more advertisers, readers aged 35-45 (down from 45 and older) and contributions from well-known writers such as John Updike, Mr. Cole said.

By lowering the age of its target market, *Phoenix Metro* may be leaving open the niche *AZ* plans to target: the 50,000 households here with an income of more than $45,000. The oversized *AZ* will have a controlled circulation of 60,000, with 10,000 copies distributed

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'Southpoint' means business

Southern Progress gets tough with new book

By Rob Levin

BIRMINGHAM, Ala.—It's a publishing company unabashedly, almost stubbornly, loyal to the South. But Southern Progress Corp. will downplay its Dixie roots as it repositions *Southern*.

Southern Progress bought the 2-year-old general interest monthly in March and will introduce it next month under the name *Southpoint: The Metropolitan Monthly* (AA, May 22).

"It will be significantly different from our other publications," said Jim DeVira, group publisher.

Southern Progress publications traditionally have shied away from hard news and controversial stories, concentrating instead on home and lifestyle features.

The approach appears successful. Southern Progress' flagship, *Southern Living*, is the largest regional magazine in the U.S. with a circulation of 2.3 million, reports the Audit Bureau of Circulations. Ad pages in 1988 exceeded 1,400.

Other publications include *Cooking Light* (circulation 584,588), *Progressive Farmer* (489,189), *Southern Accents*, an upscale home magazine (250,000), and *Travel South* (200,000).

"Southpoint: The Metropolitan Monthly" makes its debut in October.

Unlike Southern Progress' consumer publications, *Southpoint* will target executives with a mix of straight business stories and general stories with a business slant, said Editor John Huey. Projected circulation within two years is 300,000-plus.

While there's no projection of ad pages for this year, "the reception has been very, very good, not only in the South but in New York, both coasts and Chicago," said Don Logan, president-ceo of Southern Progress Corp.

Some major marketers that have signed contracts include AT&T Co., Grand Metropolitan's Absolut vodka and Southern Co., the holding company for several electric power utilities, he

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Safety in numbers

(Continued from Page 33)
cessful.

Los Angeles, San Diego and *San Francisco Focus* have seen ad pages increase 44% to a projected 220 this year since beginning its "California City Group" buy in 1983, said Susie McCormick, *San Francisco Focus* publisher.

Connecticut, Long Island Monthly and *New Jersey Monthly* have signed three advertisers—American Express Co., Maserati Automobiles and Schieffelin & Somerset Co. for Tanqueray Sterling vodka—since instituting its group buy in May (AA, June 5).

Metrocorp's group buy for its four titles—*Atlanta, Boston, Manhattan, inc.* and *Philadelphia*—has been moderately successful, adding more than $1 million to ad revenues last year and a projected $1.5 million in 1989, said VP-Marketing Robert Phillips. Metrocorp discounts ad pages 20% for four books and 8% for three books.

"Our strategy is, 'If you buy our Top 10 markets, don't take *Time* or *Newsweek* off your list. [Reduce the number of buys in those books] and we'll give you guaranteed positions at discounted rates.' "

Robert Philips
Metrocorp
VP-marketing

The media company also is involved in the industry's most aggressive effort to date: a combination buy of city magazines in the Top 10 U.S. cities.

"Our goal is to get into national plans. . . . Advertisers can make a national impact in local publications," Mr. Phillips said.

Only 17% of city and regional magazines' ad revenue is from national advertising, the association reports.

The alliance—which is expected to involve *Los Angeles, Chicago, Washingtonian, D* (in Dallas), *San Francisco Focus, Houston Metropolitan* and *Detroit Monthly* in addition to Metrocorp's *Manhattan, inc., Philadelphia* and *Boston*—would pursue auto marketers, financial services, travel and food marketers.

(The three ad categories that accounted for more than half of all ad pages in 1988 are business/consumer services, food and apparel.)

"Our strategy is, 'If you buy our Top 10 markets, don't take *Time* or *Newsweek* off your list. [Reduce the number of buys in those books] and we'll give you guaranteed positions at discounted rates and merchandising,' " Mr. Phillips said. He estimates it would add about $500,000 in ad sales a year per book.

The buy "would make some sense. A lot of business-to-business advertisers like to put money in major business hubs," said Nancy Smith, senior VP-director of media services, Young & Rubicam, New York.

But there are hurdles. "Our magazines are notoriously independent. They all have rate increases at different times and now prices would have to stay in effect for a year," Mr. Phillips said.

Still, he is optimistic a group buy could be announced this month, in time for the 1990 selling season. The discount isn't set, but Mr. Phillips predicts 10% off individual books' rates.

There are also the questions of how commissions will be paid, whether national advertisers will consider a package of regional books a good alternative to a national buy and whether varying editorial quality among the titles will affect the quality of the package overall.

General Motors Corp. "was very receptive to the idea" of a 10-city buy, said David Lipson, publisher of *Philadelphia*. A deal with GM, which uses mostly TV and newsweeklies, may be a catalyst toward getting publishers to agree on solutions, he said.

"There are difficulties [in getting publishers to agree], but I would be optimistic. It's a good opportunity. The efficiency of it is so wonderful that it makes sense to do it," said *Detroit Monthly* Publisher Faith Gallo.

If city magazines "are going up against the newsweeklies, they may have a problem. You could buy the metro edition of a newsweekly; why go to a city book? It's not an easy sell," Ms. Smith said.

Meanwhile, magazines including *Chicago, Mpls.-St. Paul* and *San Francisco Focus* are using innovative marketing to better compete with newspapers.

"Newspapers are not very creative in selling. The door is wide open for city and regional magazines to do creative merchandising," said Gary Johnson, VP-marketing for Adams Publishing of Minneapolis-St. Paul.

The publications also are taking steps to meet growing competition from national magazines that are regionalizing coverage and offering national advertisers strong regional buys, said Donald Kummerfeld, president, Magazine Publishers of America.

Mpls.-St. Paul, which merged earlier this year with *Twin Cities*, is experimenting with digests, such as *The Minnesota Stat Book*, a compendium of sports statistics on all Minnesota teams. Slated to appear by early January, the digest will have a single sponsor, as yet unsigned.

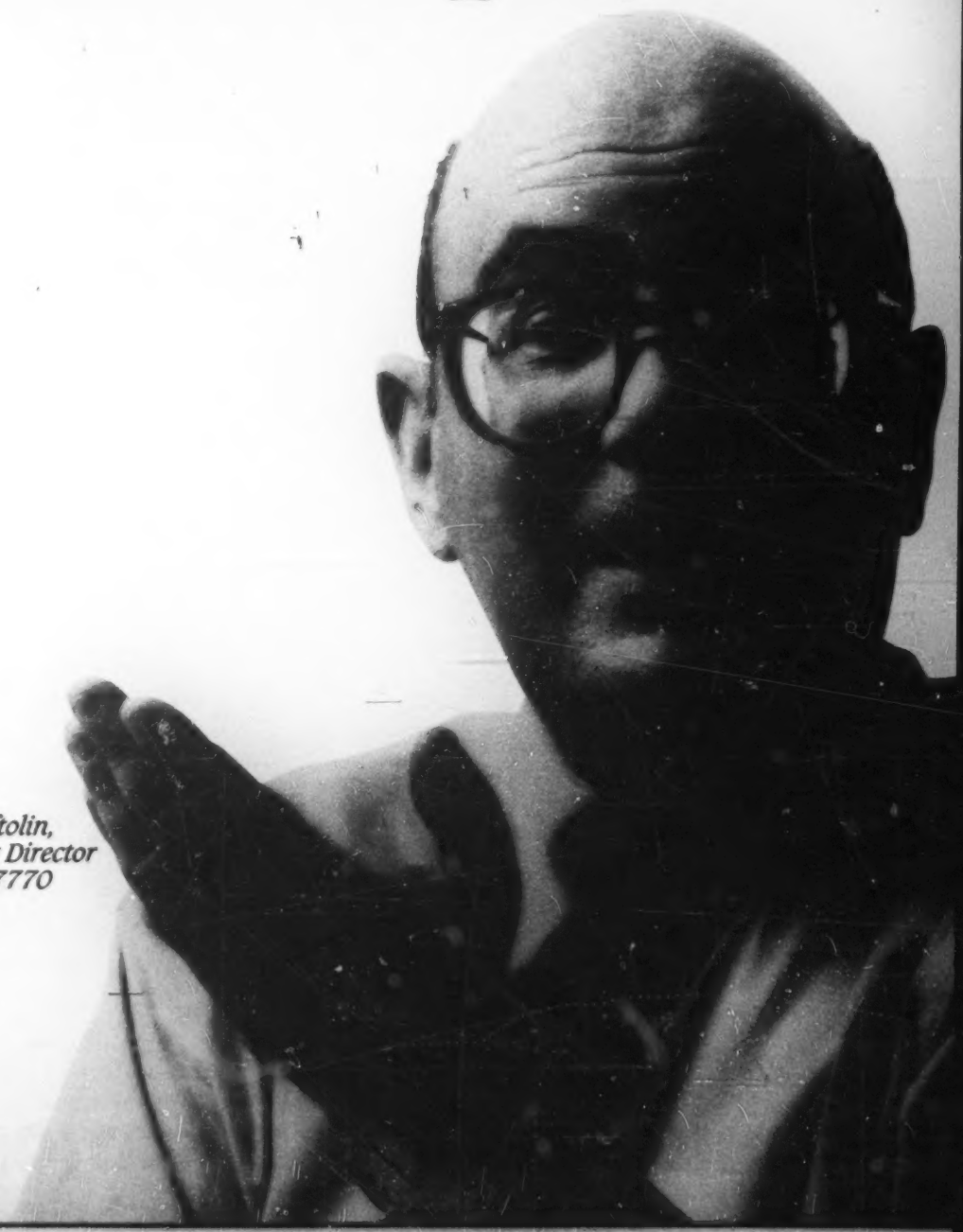
Chicago plans high-profile events that local and national marketers host. The magazine next month will underwrite retailer Marshall Field & Co.'s upscale "Trend home" charity benefit, tied to the redesign of its flagship store. The magazine also ran a contest for Frexinet champagne, inviting readers to send brunch recipes that were then demonstrated at Marshall Field's.

"Sometimes I think [the magazine] can turn into a sales promotion agency," said *Chicago* Associate Publisher Kelley Moncrieff.

At *San Francisco Focus*, "the trend is tying advertisers in with the community so they get extra exposure in the marketplace," said Marketing Manager Leslie Price. For example, the magazine developed a promotion for retailer The Tailored Man, sending concierges a silk tie or scarf and asking them to recommend the store to tourists.

"Within the first day, they were flooded with tourists. Tourist business was up 40%," Ms. Price

Want to pay the



Marvin Naftolin,
Advertising Director
(314) 992-7770

said.

"Ten years ago, merchandizing was sending out a letter and a magazine. In the last five years, it has developed into a marketing tool to help achieve clients' objectives," she said.

"We are seeing more and more merchandising activities in conjunction with purchasing" of ads in consumer books, said Keith Crain, vice chairman of Crain Communications Inc. "It maximizes the impact of the marketing dollar rather than the advertising dollar."

Mr. Crain expects merchandising to continue, but doesn't see a threat of advertisers coming to expect it.

"A lot of it may be purchased by the advertiser [because of] the opportunity to take advantage of combining advertising and sales promotion," he said. □

Philly pubs

(Continued from Page 33)

to slack ad spending.

Philadelphia linage is down 6.6% for the first seven months this year to 910.6 pages (AA, Aug. 21).

Philadelphia didn't get expected spending increases from national advertisers and is fighting to keep linage up with "cause marketing" and special issues.

"We expected a windfall with the trend toward regional advertising," but it hasn't panned out, said Publisher David Lipson. National advertising accounts for 15% to 20% of all advertising, and is down 5% this year, he said.

The magazine donated 10% of ad revenue for an August supplement to the Philadelphia Museum of Art. The supplement, a guide to the museum, appears in "Best of Philly," the most popular issue. The August issue carried 56 ad pages and raised almost $50,000 for the museum, Mr. Lipson said.

Philadelphia next year will tie in with the Franklin Institute's Futures Center.

"We'll do it once a year. If you go to the well too often, it'll dilute the effort," Mr. Lipson said.

He said cause marketing makes *Philadelphia* a tougher competitor: "It puts us on a higher ground as doing something positive for the community. Advertisers respond to that."

Advertisers are responding to the niche books, too, with some, such as U.S. Healthcare, supplementing *Philadelphia* buys.

U.S. Healthcare advertises in *Applause* "to reach an upper management audience which includes decision makers," said Lawrence Alten, VP-creative services. The healthcare marketer also ran ads in two *PhillySport* issues and is considering more, he said. U.S. Healthcare handles print in-house; Levine, Huntley, Schmidt & Beaver, New York, handles broadcast.

PhillySport is "doing very well, averaging 50 pages of ads per issue," Ms. Freedman said.

Only 15% of *Applause's* readers buy *Philadelphia*, so there's little overlap, Mr. Kanish said.

Of Philadelphia's 280,000-to-300,000 Jews, *Jewish Exponent* readers have "upscale and affluent households. We present our audience as one with buying power," said *Inside* General Manager Richard Waloff. *Inside* and *Jewish Exponent* offer package ad deals, and many advertisers use both publications, he said. □

Phoenix

(Continued from Page 33)

through area resorts and hotels. The cover price is $4.

Phoenix Metro reports paid circulation of 45,000.

For *Phoenix Metro*, a color page costs $3,700; a b&w page is $2,450. At *AZ*, a color page costs $3,870; a b&w page costs $2,970.

Mr. Cole believes *AZ's* introduction will help *Phoenix Metro* compete with electronic media.

"We wish there were more solid print options for advertisers. They hate to prepare material for just one publication," he said.

Design-oriented *AZ* will pursue local retail advertisers. If successful, *AZ* may step up publication to every other month and eventually monthly, and Trend Magazines may try the format in other cities, Mr. Kunkel said.

"This is [Trend parent] Times Publishing Co.'s first foray into lifestyle publications, but I can see us parlaying that into similar magazines in other markets." □

Southpoint

(Continued from Page 33)

said. *Southpoint* will target more business advertisers, including "business-to-business advertising and business travel, airlines, rental cars, luggage. We also expect to do well with auto, liquor and some retail," and may add classifieds later, Mr. Logan said.

Southpoint's editorial must be neither too localized as to offend the non-Southern-bred reader nor too general to carry special meaning, observers believe.

"If it runs stuff that might as well have appeared in *The New Yorker*, readers will say, 'Why is this in my magazine?' " said Paul Hale, VP of Veronis, Suhler & Associates, a New York investment bank specializing in magazines.

"This is unique to what's been attempted in the region before," Mr. Hale said. "This is more about what is happening in the South today, rather than a book for people who spend a lot of time contemplating their Southernness." That's been a frequent criticism of *Southern*, he said.

To boost *Southpoint* subscriptions, Southern Progress executives plan to tap lucrative subscription lists of their own magazines, as well as those of parent Time Inc. Magazine Co.'s publications. Trade ads and a direct-mail effort, including 15,000 free copies, support. Advertising is handled in-house. □

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Call or write for a presentation:

Shopping Center Network

Sears boosts promos hoping to build traffic

By Kate Fitzgerald

CHICAGO—Facing decelerating sales under its "every-day low price" strategy, Sears, Roebuck & Co. this fall is accelerating its sales promotions, using a two-pronged strategy.

Next month, Sears launches a major promotion called "Passport to Savings," offering contests and savings on name-brand merchandise. It will overlap with an October "Great American Kitchen Month" promotion.

This activity follows on the heels of Sears' unusual tie-in with NBC-TV's promotion of its fall program lineup.

Sears' recent track record with promotions leaves some analysts wondering if the fall blitz will be effective in driving up store traffic and sales. Sears officials didn't return phone calls.

"There's no way of telling whether [the promotions] will bring people into the store, but Sears certainly hopes so," said Monroe Greenstein, an analyst with Bear, Stearns & Co. "They're going to push very hard on promotions all through the fall."

A $6 million lottery-style sweepstakes tied to customers' Sears charge card numbers in June—Sears' first major promotion under its "every-day low price" strategy—failed to generate increased store traffic or sales, analysts said.

This fall, Sears is folding under the "Passport to Savings" umbrella its second annual "Great American Kitchen Month" promotion held during October.

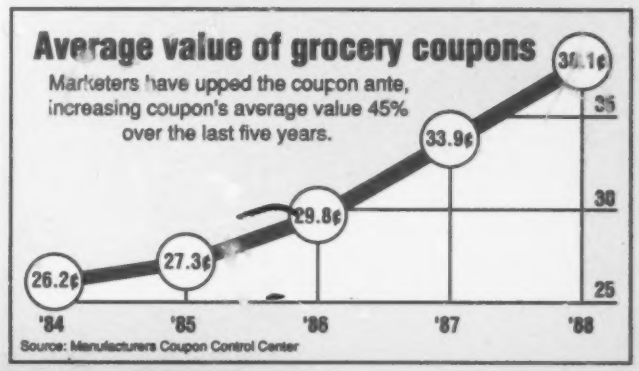
Sears this month has doubled the number of package-goods marketers participating in the promotion to six. The promotion is tied to its Kenmore appliances.

To support the "Great American Kitchen Month," Sears this month is distributing 5 million coupon books in its stores. Discounts are offered on various products including American Home Food Products' Chef Boy-ar-dee products.

A 30-second national spot TV commercial, free standing inserts running in newspapers nationwide and page advertisements in *USA Weekend* support the promotion. Sears is also advertising the kitchen promotion in its weekly newspaper inserts.

The bulk of "Passport to Savings" was handled in-house, however Frankel & Co., Chicago, handles "Great American Kitchen Month" and Product Movers, New York, created the spot.

Analysts blame some of Sears' troubles on economic factors, including the substantial downturn in sales of big-ticket items for all retailers. However, some say another factor is the loss of traffic previously generated by Sears' weekly sales on selected merchandise. That ended when it switched to lower prices across the board. Sears' merchandise is composed mostly of big ticket items. □



JOHN HALL

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JULIET seeks Romeo for tennis, volleyball, ping-pong, beach
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don jagoda associates, inc.

Samplers go cross country to travelers

NEW YORK—Innotech Corp., specializing in packaging and distributing product samples, in January will launch nationally two programs through Avis, Holland America Line-Westours' Grayline and the travel agency Travel-Travel.

The amount a consumer spends at the respective businesses will determine which kit—the Passport Portfolio or the more upscale Platinum Passport—the traveler receives.

Customers renting a luxury car at Avis receive the Platinum kit, and those renting a budget car get the regular Portfolio, said Dale Friedman, Innotech president.

Each "product sample portfolio" includes five products from Procter & Gamble Co. and Quintessence Inc.: P&G's Pantene shampoo and conditioner, Metamucil laxative, Pert Plus shampoo/conditioner and Pepto-Bismol stomach remedy, and Quintessence's Dare fragrance.

Each kit contains a questionnaire, which doubles as a sweepstakes entry for a home music-center.

The sampling program will be promoted through on-premise posters in Avis, Grayline and Travel-Travel offices.

Innotech is handling creative in-house. □

PROMOTION & ACCOUNT ACTIVITY

Supermarket debuts Shopper's Video: Adgraphics, New York, will roll its Shopper's Video electronic point-of-purchase system into 50 supermarkets by yearend. Advertisers on the satellite-driven video network get one 15-second computer-animated spot broadcast at least every nine minutes, on 15 to 20 video monitors per store. Shopper's Video, in 11 Furrs, Food Emporium and Safeway supermarkets in Texas and New Mexico, offers standard media commission rate to agencies. Procter & Gamble Co., Coca-Cola Co. and General Foods are among the 26 major companies taking part. Participants can use Adgraphics or their own agencies to create the spots.

Jitney Jungle gets in the spirit.

Jungle games: Jitney Jungle grocery stores, Jackson, Miss., are inviting customers to play "Mississippi Gridiron Gamerama," a game-piece collection promotion themed around the state's universities and colleges.

The top prize, a 1990 Plymouth Voyager minivan, is won by matching logos for Jackson State, Mississippi State and the University of Mississippi. Other matching university logos carry a $1,000 prize and Spalding footballs can be won by instant winner cards. Food World, Marietta, Ga., created the promotion.

Bud Brothers hit Chicago: Anheuser-Busch expanded its Chicago regional marketing with two Chicago-only spots for Budweiser. One spot features Chicago Cubs sportscaster Harry Caray and the other local disc jockey Jonathon Brandmeier along with a Bud Bowl I-like animation for a Bud Brothers band. D'Arcy Masius Benton & Bowles handled. A-B says it may use the Bud Brothers band in other markets.

Valvoline gets High Performance promo: Valvoline Oil Co. this month starts the second year of its High Performance Check promotion. About 21 million $2 checks—good toward the purchase of six quarts of motor oil or an oil change—will be distributed through October and November issues of *Better Homes & Gardens, Field & Stream, Popular Mechanics* and *Southern Living* The promotion is handled by Smith-Hemmings-Gosden, El Monte, Calif.; ads were handled by Bozell, Atlanta.

Europe looks at sales promotion: Theme of the 1989 European meeting of the Council of Sales Promotion Agencies in Geneva, Switzerland, Oct. 11-14, is "Decisions that will make or break promotion agency growth in the next decade." Contact Marilyn Esposito, (203) 325-3911.

Michelob jumps for sponsorship.

Separately, top U.K. sales promotion executives will meet in London Oct. 9-10 for the first U.K. sales promotion conference. Topics covered are "Save! Win! Free! Collect!," and "New Technology, Techniques & Tactics." Forum Communications and a U.K. trade paper sponsor the conference.

Hermes jumps Hermes of Paris will be the title sponsor of the American Grandprix Association of Show Jumping's Grandprix of Los Angeles, to be held Sept. 24. This is the luxury-goods marketer's first tie-in with the Cleveland-based association. Anheuser-Busch's Michelob beer is national tour sponsor for the jumping series; General Motors Corp.'s Cadillac division and Prudential-Bache serve as title sponsors for other tour stops.

Southwest flies senior citizens: For the third year, Southwest Airlines is offering its "Go for the Gold!" sweepstakes for senior citizens. One senior citizen from each of Southwest's 29 cities will win free unlimited travel for themselves and a companion of any age on the airline for one year. Entry forms are available at Southwest ticket counters through Sept. 30. Newspaper ads from GSD&M, Austin, support.

Pepsi follows yellow brick road: Pepsi-Cola Co. will sponsor the laser light show serving as the centerpiece of the Liberal, Kan., Chamber of Commerce's "Oztoberfest" celebrations Oct. 13-15. The festivities mark the 50th anniversary of the "Wizard of Oz" in the town that Kansas officially declared Dorothy Gale's home in 1990.

MEDIAWORKS

BROADCAST-INC.

Unistar starts strong

Programming and business-side developments in broadcasting.

Listen Up. Network radio is on the rebound, reports the Radio Network Association.

Revenues in 1989's first half were up 12.1% to $197.5 million as the consolidation of the industry continues.

The ABC Radio Networks is still the undisputed king, but the latest merger in the radio network business has shuffled the rest of the standings.

Unistar Radio Networks, the new name in the radio network business, claims its combination of United Stations Radio Networks and Transtar Radio Networks gives it an estimated cumulative weekly audience of 64 million listeners—second to ABC.

On this listener basis, Unistar said it surpasses Westwood One, itself built through acquisitions. Westwood One includes the former Mutual Broadcasting System and the NBC Radio Network.

Unistar Radio Networks is led by C.T. Robinson (l.) and Nicholas Verbitsky.

Unistar, based in New York and Colorado Springs, Colo., will offer three newly named networks—Power, Super and Ultra.

The Power network is a contemporary format aimed at the 18-to-34-year-old demographic. Super is adult contemporary for the 25-54 bracket. Ultra is considered the adult network, also aimed at 25-to-54-year olds.

Unistar is already selling time on the networks and is putting together packages utilizing the various programming elements the new company offers. Unistar President David Landau is in charge of sales.

C.T. "Terry" Robinson, former Transtar chairman-ceo, and Nicholas Verbitsky, former United Stations president-ceo, are co-chairmen and co-ceos of Unistar.

The new company offers "Dick Clark's Rock Foll & Remember," "Solid Gold Saturday Night," "Radio Kandy" and "The Weekly Country Music Countdown" among its programs. New products are in development. □

Written by Wayne Walley.

LAUNCHING PAD

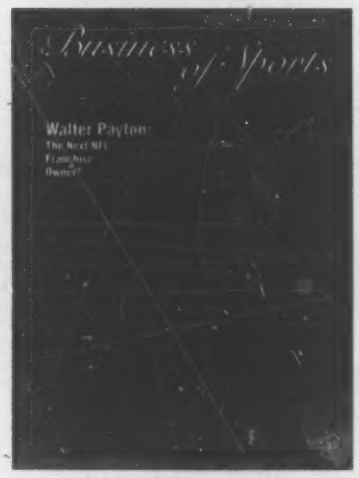
New publication launches.

'Life on the Rittenhouse'

Life on the Rittenhouse, a magazine about life in and around Center City, Philadelphia, launched with a Sept. 1 issue. The every-other-weekly features profiles of prominent residents, columns on health, entertainment, shopping and architecture, and a calendar of events. Initial rate base is 20,000 to 25,000. A b&w page is $2,500, and a color page is $3,800. John Stewart is publisher. Trevor Wyatt Moore is editor. Offices are at 301 S. 15th St., Philadelphia 19102. Phone: (215) 735-6875.

'Business of Sports'

This consumer-oriented monthly, for "corporate Americans who are sports enthusiasts," was introduced with a Sept. 15 issue. It's published by the company of the same name. Editor Bill Dorsey said it will focus on sports medicine, law and investment and aim for a broader audience than Times Mirror Magazines' recently folded *Sports inc.* It will seek consumer, not trade-oriented, ads. Initial controlled circulation is 25,000, with 400,000 paid subscribers predicted by yearend. Charter ad rates are $3,000 for a b&w page; $3,850 for a color page. Otis Mitchell is publisher-president. Offices are at Carew Tower, Suites 442-443, Cincinnati 45202. Phone: (513) 241-3741.



'Youth Marketing Report'

Youth Marketing Institute's Fun Group introduced *Youth Marketing Report* with a September issue. The monthly newsletter is for companies and advertising agencies targeting children and teens. Subscriber rate base is 6,500. A b&w page is $875. Michael Wayne is editor-publisher. Offices are at 13521 Cedar Rd., Cleveland 44118. Phone: (216) 397-0065. □

NEWSSTAND

Print advertising opportunities.

Angeles, Los Angeles, "Scents of Beverly Hills" special advertorial section, November issue; ad close: Sept. 20. Color page: $7,500.

Mademoiselle, New York, "Holiday style" special editorial feature, December issue; ad close: Sept. 20. B&w page: $21,780; color page: $31,660.

Woman, New York, "Holiday survival kit" special editorial section, December issue; ad close: Sept. 20. B&w page: $6,010; color page: $7,990.

New York Power Group (*New Jersey Monthly, Long Island Monthly, Connecticut Magazine*), New York, "Caribbean travel" special advertising section, November issues; ad close: Sept. 21. B&w page: $12,790; color page: $18,675.

Daily Variety, Los Angeles, "56th anniversary" special editorial issue, Oct. 31 issue; ad close: Sept. 22. B&w page: $1,690; color page: $3,340.

Art and jewelry is the special section in the November issue of *ARTnews*.

TV Guide, New York, "Holiday recipes" special advertising section, Dec. 2 issue; ad close: Sept. 22. Two-sided, half-page recipe unit: $120,250.

M, New York, "Last minute gifts for women" special editorial section, December issue; ad close: Sept. 25. B&w page: $7,820; color page: $12,020.

The New Yorker, New York, "A holiday shopping tour" special advertising section, Nov. 13 issue; ad close: Sept. 25. B&w one-sixth page: $2,950.

Pacific Northwest, Seattle, "Holiday gift guide" special advertising section, November issue; ad close: Sept. 25. B&w page: $3,565; color page: $4,540.

ARTnews, New York, "Art and jewelry" special editorial section, November issue; ad close: Sept. 27. B&w page: $4,295; color page: $5,445. □

TRACKING SHARES

Anthologies vie for sports fans

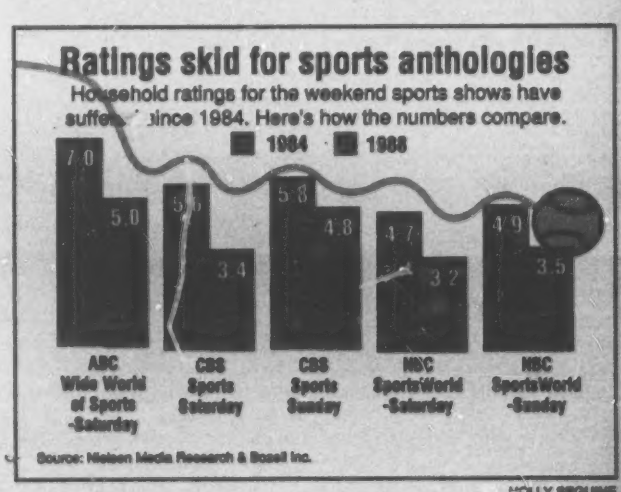
A ratings and demographic analysis of TV programs.

Might the thrill of victory be the agony of defeat for sports anthology shows on the three networks?

Though 1989 ratings through Aug. 20 are up slightly from a year ago, the numbers are still nowhere near the glory days of the 1970s when "ABC Wide World of Sports" dominated the genre and double-digit ratings were frequent. Through August, "ABC Wide World of Sports" was up 0.3 rating points to an average of 5.3 per show. NBC's Saturday "SportsWorld" was up 1.2 ratings points to an average 4.4 rating, but the show has aired only three times this year. In the last five years, the networks have trimmed the number of anthology telecasts by 25%.

Today, all the viewer needs to do is change the channel—especially to the likes of cable's ESPN, USA Network and WTBS—to spice up the variety of sports choices.

"Tracking Shares" this week compares the anthology series. (Ratings and demographic figures from Nielsen Media Research are an average of the most recent six telecasts unless noted.)



HOLLY SEGUINE

"ABC's Wide World of Sports." After 1987, the network decided to pull the plug on Sunday telecasts and concentrate on Saturday. The move presumably helps the show remain competitive when bidding for telecast rights to the sports it helped make famous, such as gymnastics, figure skating and the triathlon. As the prototype sports anthology, "Wide World" will start its 30th year this fall and is still considered the king of the genre.

Ratings: 4.0.

Demographics: Women (18-34) 1.5; (18-49) 1.6; (25-54) 1.5. Men (18-34) 2.6; (18-49) 2.5; (25-54) 2.5.

"SportsWorld." NBC, which had ranked third among the anthologies for most of its 10 seasons, is ready to fight. The NBC Boxing Tour has become the main series within "SportsWorld," and NBC said the anthology's share is up 20% in 1989, including a 17% increase in men ages 18-49. The hope is to keep the momentum going and also turn the anthology series into a weekend home for sports news and information. The next step in 1991 will be to develop an Olympic following within the show, said Jon Miller, VP-program development for NBC Sports. During the year, the series airs on Saturdays and Sundays. The most recent telecasts, according to Nielsen, have all been on Sunday, however.

Ratings: 4.0.

Demographics: Women (18-34) 1.9; (18-49) 1.8; (25-54) 1.9. Men (18-34) 2.9; (18-49) 2.9; (25-54) 3.1.

"CBS Sports Saturday/Sunday." One of the problems facing CBS in the anthology arena is that its live sports schedule leaves little time for the network to program the show on a consistent basis. This resulted in a de-emphasis of the anthology, before 1981 known as "CBS Sports Spectacular," that made it difficult for viewers to find the series and become loyal followers. That all might change in the coming season as CBS now plans to use anthologies to help build excitement for the 1992 and 1994 Winter Olympics. "CBS Sports Saturday/Sunday" will have more of a "winter sports" look this year and will even create a second unnamed anthology to focus specifically on Winter Olympic events. (Ratings and demographic averages include two airings of "CBS Sports Saturday" and four airings of "CBS Sports Sunday.")

Ratings: 3.8.

Demographics: Women (18-34) 1.5; (18-49) 1.5; (25-54) 1.6. Men (18-34) 2.7; (18-49) 3.0; (25-54) 3.1. □

Written by Wayne Walley.

CONSUMER MAGAZINE AD LINAGE

	August		Year-to-date	
	1989	1988	1989	1988
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	149.1	167.7	1,271.2	1,326.1
Car & Driver	93.0	84.1	886.4	840.6
Car Collector & Car Classics	18.8	15.8	135.5	131.3
Car Craft	69.0	80.5	618.7	679.8
Circle Track	89.4	74.6	705.5	665.7
Cycle	30.9	31.4	341.8	364.8
Cycle World	34.5	41.8	341.0	394.4
Dirt Rider	28.8	31.2	266.6	314.5
Dune Buggies & Hot VWs	72.4	72.7	552.0	599.5
Family Motor Coaching	163.8	144.0	1,451.2	1,391.5
4 Wheel & Off-Road	80.4	102.2	661.7	705.4
Four Wheeler	83.0	93.0	669.2	719.0
Hot Rod	79.9	74.8	733.9	727.0
Motorcyclist	33.6	30.0	356.0	382.1
Motor Trend	64.5	65.3	678.5	652.8
Motorhome	91.8	99.3	731.1	730.7
Rider	27.1	30.1	288.1	325.7
Road & Track	91.9	80.7	868.6	826.5
Trailblazer	59.0	76.0	460.0	439.2
Trailer Life	79.3	106.8	741.6	775.1
Total Group	**1,440.2**	**1,502.0**	**12,758.5**	**12,991.7**
% change	**-4.1%**		**-1.8%**	
■ Boating & yachting				
Boating	98.5	100.9	1,202.9	1,262.0
Chesapeake Bay	44.5	44.3	421.3	393.4
Cruising World	93.5	84.3	887.3	905.4
Lakeland Boating (11X)	75.2	68.0	733.8	657.4
Motor Boating & Sailing	86.9	106.6	1,185.6	1,273.7
Sail	130.4	134.6	923.7	870.1
Small Boat Journal (6X)	—	—	167.6	195.7
Trailer Boats (11X)	40.3	37.1	588.0	539.9
Western Boatman (6X)	—	—	189.8	209.7
Yachting	124.7	136.7	1,075.6	1,138.6
Total Group	**694.0**	**712.6**	**7,375.6**	**7,445.9**
% change	**-2.6%**		**-0.9%**	
■ Civic/fraternal				
Elk (10X)	16.0	15.0	106.0	118.3
Kiwanis	16.3	15.4	113.0	98.0
Lion (10X)	—	—	41.6	43.1
Rotarian	10.7	21.5	93.3	132.7
V.F.W. (11X)	28.7	21.5	175.8	174.8
Total Group	**71.7**	**73.4**	**529.7**	**536.9**
% change	**-2.3%**		**-6.6%**	
■ General				
American Health (10X)	—	—	467.4	437.0
American Heritage (8X)	—	—	221.0	174.2
American Legion	23.2	31.1	245.0	258.8
American West (6X)	—	—	126.2	121.8
Art & Antiques (10X)	—	—	439.6	411.9
ARTnews	—	—	596.7	629.3
The Atlantic A.	26.5	20.1	371.0	324.3
Bon Appetit A.	59.1	67.7	619.2	595.9
Cable Guide	30.1	31.2	279.0	244.5
Changing Times	32.0	32.6	383.7	428.9
Conde Nast's Traveler	52.4	35.9	547.5	365.6
Connoisseur	27.5	33.0	524.9	586.7
Consumers Digest (6X)	—	—	89.6	85.3
Ebony	89.5	94.1	784.1	802.2
European Travel & Life	—	—	285.9	241.8
Food & Wine	44.1	34.7	464.6	383.9
Games (6X)	—	—	50.8	50.8
Golden Years (6X)	33.9	31.1	186.1	320.0
Gourmet	58.9	63.9	718.0	730.7
Harper's Magazine A.	22.1	31.9	239.5	253.6
Harrowsmith (6X)	—	—	236.5	217.5
Islands (6X)	—	—	247.7	179.3
Let's Live	45.0	36.0	364.0	389.0
Life	46.6	31.4	494.1	388.6
Modern Maturity (6X)	42.0	30.5	154.3	136.6
Money	75.5	69.0	771.0	858.5
Money Maker (6X)	6.2	7.5	19.3	32.7
Mother Earth News	—	—	314.7	273.3
National Geographic	9.2	13.6	166.0	181.0
National Geographic Traveler (6X)	—	—	121.1	83.8
Natural History	28.7	23.6	314.0	283.9
New Choices	26.7	20.0	263.6	233.0
Prevention	36.1	42.2	405.1	437.0
Psychology Today	—	—	219.9	181.9
Reader's Digest A.	71.3	64.7	702.7	781.1
Saturday Evening Post (9X)	—	—	216.3	178.5
Smithsonian	54.3	52.4	622.6	649.6
Town & Country	84.3	93.9	890.8	904.8
Travel-Holiday	36.7	21.8	333.9	288.4
Travel & Leisure	66.3	47.1	904.1	804.5
Travelhost	1,299.0	1,299.0	10,236.0	9,911.0
Vanity Fair	81.7	92.9	758.9	628.3
Yankee	54.4	56.0	460.3	571.2
Total Group	**2,563.2**	**2,508.8**	**26,856.6**	**26,040.5**
% change	**2.2%**		**3.1%**	
■ Home				
Americana (6X)	—	—	73.5	65.8
Architectural Digest A.	104.8	103.4	1,113.1	1,096.8
Better Homes & Gardens	77.1	90.5	856.3	879.1
Colonial Homes (6X)	—	—	226.1	227.0
Columbus Monthly-Homes (4X)	—	—	96.5	114.9
Cooking Light	—	—	200.5	137.6
Country Home (6X)	—	—	264.0	196.9
Country Living	67.1	67.1	707.2	670.6
Family Handyman (10X) A.	—	—	324.5	311.5
Florida Home & Garden	52.8	82.2	675.6	540.2
Flower & Garden (6X)	—	31.9	166.3	176.9
Home	46.0	48.9	456.2	470.3
Home Mechanix	32.3	32.2	385.9	395.0
The Homeowner (10X)	33.1	31.8	188.5	180.6
Horticulture	24.8	24.8	319.4	313.8
House Beautiful	51.6	41.5	502.6	492.9
House & Garden	39.8	54.1	539.8	669.4
Metropolis	—	—	428.5	378.7
Metropolitan Home	76.1	56.2	763.1	636.8
Midwest Living	—	—	260.5	209.8
1,001 Home Ideas	43.8	45.5	461.7	425.4
Organic Gardening (11X)	—	21.6	303.0	362.4
Phoenix Home/Garden	60.0	61.5	541.1	576.5
Practical Homeowner (9X)	—	—	172.9	262.1
San Diego Home/Garden	56.0	57.5	570.1	573.9
Southern Accents (6X)	—	—	405.8	413.1
Southern Living	75.6	83.2	894.8	956.8
Sunset Magazine A.	109.1	117.9	1,038.3	1,089.6
Workbench (6X)	—	—	183.3	153.7
Total Group	**949.9**	**1,051.7**	**13,110.0**	**12,977.9**
% change	**-9.7%**		**1.0%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	152.0	137.3
Alaska Airlines	62.3	53.9	491.2	442.1
America West Airlines	57.5	50.8	519.8	482.5
American Way (24X)	114.3	117.5	1,126.5	1,082.1
East/West Network:				
Continental Profiles	46.2	48.7	465.6	369.8
Eastern Review	29.7	48.5	350.9	516.9
Northwest	39.3	35.3	388.7	312.6
Pan Am Clipper	59.3	44.5	411.6	349.4
Southwest Spirit	51.8	50.3	510.7	478.2
TWA Ambassador	41.6	36.9	406.4	351.4
Vis 'A Vis	72.9	63.6	670.0	427.9
Halsey Publication:				
Delta Sky	63.9	61.9	608.5	622.4
Pace Communications:				
Braniff Magazine	26.5	—	286.0	—
US Air Magazine	50.6	41.5	439.8	466.5
Spirit of Aloha (6X)	23.8	20.0	189.6	162.8
Total Group	**739.7**	**673.4**	**7,017.3**	**6,201.9**
% change	**9.8%**		**13.1%**	
■ Men's				
Esquire A.	73.0	72.3	780.7	664.4
Firehouse Magazine	66.5	66.3	326.6	357.7
Gentlemen's Quarterly A.	147.6	146.7	1,233.7	1,152.6
M Magazine	61.0	53.7	491.7	511.0
Muscle & Fitness	117.3	112.0	1,068.1	959.0
Penthouse A.	38.0	30.5	382.2	342.8
Playboy A.	46.1	34.6	492.4	409.3
Salute (10X)	—	—	213.6	165.7
Total Group	**549.6**	**516.0**	**4,989.0**	**4,562.4**
% change	**6.5%**		**9.3%**	
■ Metropolitan				
Aloha	—	—	160.4	106.4
Atlanta	60.6	70.7	488.0	536.5
Baltimore	56.8	70.2	524.8	535.6
Boston	140.9	152.9	1,055.9	1,171.1
California	55.6	66.1	464.6	483.9
Chicago	85.4	101.8	813.3	786.6
Chicago's North Shore	67.5	91.1	750.0	701.7
Cincinnati	34.4	46.5	364.7	364.6
Cleveland	47.8	54.0	415.7	462.0
Columbus Monthly	58.5	54.3	528.6	548.8
Connecticut	100.8	107.6	791.3	800.7
DiMagazine	60.4	66.0	544.7	631.1
Denver	20.3	28.0	197.5	269.3
Detroit Monthly	55.8	66.1	434.9	637.9
Grand Rapids	26.3	31.2	305.5	295.0
Honolulu	87.0	72.3	424.4	459.9
Houston Metropolitan Mag.	50.1	46.7	468.9	465.3
Inside Chicago (8X)	33.0	49.1	196.8	357.8
Los Angeles	190.3	195.2	1,184.3	1,175.2
Louisiana Life	—	—	135.7	130.2
Madison	32.0	34.7	316.0	276.7
Memphis	121.0	150.0	545.0	674.0
Mid Atlantic Country	53.0	47.4	324.5	269.4
Milwaukee	53.5	67.0	402.4	430.4
Minneapolis/St. Paul	115.2	103.0	851.1	775.0
Minnesota Monthly Mag.	55.2	33.7	388.2	296.8
Nashville	52.0	33.0	448.0	355.0
New England Monthly	26.7	39.4	362.8	367.4
New Jersey Monthly	98.6	110.5	717.5	783.0
New Mexico	58.6	52.9	316.9	279.5
Ohio	44.9	44.7	395.8	418.1
Orlando	103.2	78.0	783.6	696.6
Pacific Northwest	38.4	28.1	366.6	292.2
Palm Beach Life	47.2	43.1	546.9	486.6
Palm Springs Life	50.0	36.8	899.4	772.8
Philadelphia	155.7	141.4	1,066.3	1,116.0
Phoenix	35.2	41.0	342.6	405.1
Pittsburgh	54.3	62.7	517.3	559.0
Rhode Island Monthly	53.3	44.0	442.4	169.2
Sacramento Magazine	59.2	76.0	438.6	519.0
St. Louis	30.7	26.3	364.1	328.3
San Diego	140.4	149.0	1,057.7	1,180.2
San Francisco Focus	110.8	104.8	799.3	722.6
Sarasota	—	—	609.0	520.0
South Florida Magazine	84.2	83.1	852.4	745.5
Texas Monthly	104.5	73.9	735.2	705.6
The Virginian (6X)	—	—	229.4	241.8
Washington (7X)	—	—	349.8	356.7
The Washingtonian	136.8	143.5	1,235.1	1,155.3
Total Group	**3,145.8**	**3,219.3**	**28,968.5**	**28,816.1**
% change	**-2.3%**		**0.6%**	
■ Music/entertainment				
Audio	74.9	74.6	711.2	641.4
Dance Magazine	39.6	38.4	424.3	427.5
Playbill	44.6	44.8	375.9	391.1
Total Group	**159.0**	**157.8**	**1,511.4**	**1,460.0**
% change	**0.8%**		**3.5%**	
■ Outdoor & sport				
Alaska	33.7	31.4	308.2	282.4
The American Handgunner (6X)	—	—	206.0	202.0
American Hunter	29.4	25.3	147.8	169.2
American Rifleman	27.4	26.6	173.5	191.7
Backpacker (6X)	—	23.3	127.5	115.5
Bass Master (10X) A.	—	—	568.4	581.1
Bicycling (9X)	87.3	101.0	873.9	878.0
Cross Country Skier	—	—	87.4	97.5
Ducks Unlimited (6X)	—	—	93.0	105.5
Field & Stream	33.8	45.3	52.8	646.3
Fishing World (6X)	—	—	161.6	168.6
Florida Sportsman	92.9	101.7	1,045.7	1,058.5
Golf Digest	76.6	64.5	1,034.7	908.3
Golf Illustrated	48.0	30.3	398.1	239.5
Golf Magazine	40.2	41.8	911.8	806.0
Gun Dog (6X)	—	—	168.8	136.2
Guns	43.0	37.0	295.0	278.0
Guns & Ammo	35.8	44.1	326.7	363.2
In-Fisherman (7X)	—	—	410.2	348.8
Outdoor Life	55.5	43.1	640.5	588.3
Outside Magazine	47.4	39.3	499.0	448.9
Petersen's Hunting	47.4	44.5	319.8	349.8
Runner's World (12X)	36.4	27.7	309.3	267.6
Salt Water Sportsman	63.3	71.8	1,012.8	990.3
Shooting Times	34.9	35.2	252.0	257.1
Sierra (6X)	—	—	177.1	162.7
Ski (8X) A.	—	—	341.6	293.4
Skiing (7X) A.	—	—	218.7	263.1
Skin Diver	111.0	121.7	946.3	949.0
Southern Outdoors (9X)	—	—	332.3	374.2
Southern Saltwater (8X)	—	—	348.3	237.1
Sport Magazine	24.3	28.8	277.6	287.0
Sports Afield	41.0	48.3	492.3	583.4
Surfing	89.0	75.5	526.5	480.6
Tennis	55.4	53.1	520.8	618.5
Waterski (9X)	63.9	58.4	556.8	501.2
Western Outdoors (10X)	27.9	30.4	269.2	318.0
Wildfowl (6X)	22.5	33.3	70.0	75.7
WindRider (8X)	39.2	47.8	321.1	316.5
Wing & Shot (6X)	—	—	57.5	57.6
World Tennis	30.4	38.8	389.1	428.8
Total Group	**1,337.5**	**1,366.9**	**16,809.8**	**16,425.3**
% change	**-2.1%**		**2.3%**	
■ Photography				
American Photographer	27.0	31.7	245.2	237.1
Peterson's Photographic	19.1	26.4	207.7	202.9
Popular Photography	89.7	74.0	663.6	625.4
Total Group	**135.8**	**132.0**	**1,116.5**	**1,065.4**
% change	**2.8%**		**4.8%**	
■ Science/electronic/mech				
Discover	27.3	27.2	314.8	277.3
Home Office Computing	31.7	25.2	309.6	314.6
Omni	43.7	46.5	444.5	466.5
Personal Computing	155.5	145.7	1,257.5	1,722.0
Popular Mechanics	53.1	59.3	614.0	623.6
Popular Science	41.7	42.2	676.2	528.6
Scientific American	24.8	19.3	301.9	299.1
Spectrum	38.1	34.5	447.5	447.3
Total Group	**415.8**	**400.0**	**4,365.9**	**4,679.0**
% change	**3.9%**		**-6.7%**	
■ Woman/fashion/service				
Beauty Digest (6X)	26.7	22.7	100.3	59.3
Bride's Magazine (6X) A.	652.9	565.4	2,381.9	2,070.0
Cosmopolitan A.	144.4	173.5	1,482.6	1,497.3
Elle Magazine	149.7	175.1	1,256.0	1,255.0
Essence	63.6	68.6	571.9	592.9
Family Circle (17X) A.	135.8	114.1	1,234.1	1,085.9
Glamour	162.2	197.6	1,267.5	1,309.8
Good Housekeeping A.	94.8	98.1	977.4	948.1
Harper's Bazaar	92.4	102.6	770.3	792.1
Health	26.3	26.5	251.5	292.2
Imagen	71.4	60.9	678.5	579.9
Ladies' Home Journal	106.3	98.4	985.8	818.6
Mademoiselle	139.0	191.1	1,052.5	1,124.2
McCall's	82.4	76.0	724.1	596.4
Military Lifestyle (10X)	—	—	351.1	333.0
Modern Bride	516.4	490.7	1,559.6	1,644.3
Ms.	—	21.0	235.3	239.2
New Woman	63.9	67.5	664.9	654.4
Parents Magazine A.	95.7	116.9	915.4	828.0
Redbook	68.8	71.8	720.8	742.6
Savvy	31.7	30.5	362.1	318.1
Self	82.9	85.6	828.8	771.9
Seventeen	251.1	302.8	968.4	1,018.9
Shape	60.2	59.9	541.5	491.7
Soap Opera Digest (26X)	35.2	20.3	300.6	178.7
Soap Opera Update	10.0	5.0	76.8	77.5
Teen Magazine	84.5	102.1	378.6	435.5
True Story A.	58.4	46.8	421.7	367.6
Vogue	221.0	244.3	1,825.7	1,811.0
W Magazine	140.3	115.7	888.9	838.9
Weight Watchers	32.3	23.2	263.0	257.4
Woman (10X)	27.2	43.0	224.6	261.6
Woman's Day (15X) A.	100.1	90.6	1,083.8	952.8
Workbasket	17.1	23.7	162.3	175.4
Working Mother	62.7	88.2	561.4	562.6
Working Woman	57.6	57.1	677.0	674.5
Total Group	**3,965.1**	**4,077.2**	**28,048.6**	**26,657.0**
% change	**-2.7%**		**5.2%**	
■ Youth				
Boys' Life	13.3	10.6	148.3	102.7
Campus Life (10X)	—	—	239.7	244.7
Total Group	**13.3**	**10.6**	**388.0**	**347.4**
% change	**24.8%**		**11.7%**	
■ Business/national				
Barron's	101.9	124.1	1,136.3	1,425.3
Black Enterprise	52.7	42.4	659.1	637.1
Business Month	18.5	—	268.2	222.9
Business Week (52X) A.	192.8	203.7	2,727.5	2,551.5
Entrepreneur	130.2	117.9	1,210.5	831.5
Financial World (26X)	44.2	46.5	435.7	414.5
Forbes (26X)	151.0	124.5	2,070.3	1,900.1
Fortune (26X)	155.3	301.3	2,183.4	1,877.8
Frequent Flyer	30.0	30.3	312.0	369.5
Futures	48.9	46.6	339.0	439.0
Inc. Magazine	80.9	81.6	724.4	714.4
Income Opportunities	—	—	502.6	580.9
Industry Week (23X) A.	76.3	83.2	721.4	625.2
Nation's Business (12X) A.	38.3	23.9	292.2	279.6
Venture	—	—	262.2	443.3
Total Group	**1,120.9**	**1,226.0**	**13,844.7**	**13,312.5**
% change	**-8.6%**		**4.0%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	68.0	32.0	562.0	503.0
Arizona Bus. Gazette (52X)	45.5	44.6	455.5	429.6
Baltimore Bus. Jrnl.	81.0	71.7	642.2	653.2
Bus. First of Buffalo	63.7	61.2	612.7	535.9
Bus. Jrnl.-Milwaukee	128.5	99.8	1,164.5	1,027.6
Bus. Jrnl.-Sacramento	88.1	96.1	667.3	638.2
Bus. North Carolina	51.7	28.0	342.2	289.5
Caribbean Business	179.5	158.2	1,039.7	1,066.0
Corporate Rpt. Minnesota	66.0	57.0	522.6	560.0
Crain's Chicago Bus. (52X)	122.5	146.0	1,083.9	1,157.0
Crain's Cleveland Bus. (52X)	61.1	80.7	605.7	540.4
Crain's Detroit Bus. (52X)	65.2	80.8	611.7	611.9
Crain's New York Bus. (52X)	42.0	31.0	426.0	280.0
Florida Trend (13X)	26.9	41.7	432.3	505.6
Georgia Trend	33.8	36.8	362.4	446.9
Grand Rapids Bus. Jrnl.	40.2	62.4	362.3	417.5
Hawaii Business	129.0	110.2	429.8	390.8
Houston Bus. Jrnl. (52X)	81.0	74.0	590.0	505.0
Indianapolis Bus. Jrnl. (52X)	163.5	171.9	1,259.5	1,185.9
Manhattan Inc.	25.3	39.6	327.0	446.1
New England Bus. (12X) A.	26.8	46.4	305.5	426.0
New Orleans City Bus.	37.6	70.8	336.6	390.8
Pacific Bus. News (52X)	116.6	118.9	820.3	843.4
Philadelphia Business Journal	146.6	158.0	1,150.9	1,158.6
Pittsburgh Bus. Times (52X)	83.6	90.5	1,239.4	1,399.6
Providence Bus. News	106.3	121.5	734.3	673.9
Regardie's/Washington Review Publication:	146.0	203.0	1,285.0	1,164.0
Broward Review	42.9	92.1	580.7	445.7
Miami Review	37.4	75.4	470.4	475.8
Palm Beach Review	46.4	73.7	506.9	399.7
St. Louis Bus. Jrnl. (52X)	88.3	128.2	813.3	900.5
Warfield Monthly Baltimore	54.5	50.8	488.6	535.0
Total Group	**2,495.5**	**2,752.9**	**21,231.0**	**21,003.0**
% change	**-9.4%**		**1.1%**	
■ National Sunday mags				
Parade (52X)	42.8	42.6	454.4	430.4
USA Weekend (52X)	42.4	38.0	393.1	372.2
Vista Magazine (52X)	18.0	16.0	154.5	125.7
Total Group	**103.2**	**96.6**	**1,002.0**	**928.2**
% change	**6.8%**		**7.9%**	
■ Newspaper Sunday magazine				
Boston Globe	163.0	171.0	1,546.0	1,556.0
Chicago Tribune	88.5	84.4	831.2	801.3
Cleveland Plain Dealer	45.3	58.8	488.6	491.1
The Dallas Morning News	41.0	50.0	498.0	541.0
Detroit Free Press	31.0	44.4	332.3	374.2
L.A. Times	57.5	52.3	574.0	570.5
Louisville Courier-Jrnl.	32.0	37.0	235.0	271.0
New York Times Mag.	283.4	289.2	2,353.7	2,377.8
Philadelphia Inquirer	74.6	88.2	674.4	712.2
Seattle Times	74.0	75.0	519.0	533.0
St. Louis Post Dispatch	74.9	84.4	614.0	573.9
Toledo Blade Magazine	41.5	38.9	261.9	261.8
Washington Post	73.0	114.4	972.8	970.5
Total Group	**1,079.7**	**1,188.0**	**9,900.9**	**10,034.3**
% change	**-9.1%**		**-1.3%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	195.7	238.2	1,215.9	1,337.6
Army Times Military Group:				
Air Force Times (52X)	135.1	157.8	1,234.6	1,271.9
Army Times (52X)	131.4	153.0	1,192.8	1,217.0
Navy Times (52X)	154.7	170.1	1,368.0	1,391.4
Capper's (26X)	35.3	25.8	252.1	181.4
Commonweal (22X)	1.9	3.7	52.9	51.2
Golf World (40X)	80.7	93.7	936.7	846.6
Grit (52X) A.	24.1	22.9	264.9	220.2
National Journal (50X)	16.0	34.0	450.8	541.9
National Review (25X)	12.2	32.4	188.7	268.3
New Republic (48X)	24.1	59.9	314.7	313.0
New York Magazine (50X)	174.0	181.9	1,823.0	1,793.7
New Yorker	122.6	103.3	1,237.0	1,288.6
Newsweek (52X) A.	112.2	166.1	1,434.4	1,468.0
People (51X)	193.6	265.0	2,319.7	2,181.7
Rolling Stone (25X)	150.2	143.4	1,219.6	1,236.1
Sporting News (52X)	38.5	54.4	402.7	385.2
Sports Illustrated (52X) A.	162.0	141.4	1,826.4	1,821.1
Time (52X) A.	124.3	147.5	1,638.3	1,480.8
TV Guide (52X) A.	150.9	148.5	1,954.6	2,081.3
US Magazine (26X)	59.5	44.4	478.8	397.5
U.S. News & World Report (50X) A.	136.3	101.3	1,201.7	1,091.5
Total Group	**1,478.5**	**1,623.4**	**16,490.4**	**16,348.7**
% change	**-9.1%**		**0.9%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. All figures represented in this table are supplied by the magazines. *Ad Age* makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welytok